

**Report  
addressed to  
Her Royal Highness Princess Maha Chakri Sirindhorn  
by Mr. Somkid Jatusripitak  
Deputy Prime Minister and Minister of Commerce  
at the Seminar on  
“Geographical Indication: Lands of Tradition and Opportunities”  
June 28, 2006, 17.00 p.m.  
Imperial Queen’s Park Hotel, Bangkok**

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**With Her Royal Highness’ Gracious Permission,**

I am Mr. Somkid Jatusripitak, Deputy Prime Minister and Minister of Commerce along with government officials and everyone who have come to this audience feel greatly honored and have our deepest appreciation to Her Royal Highness Princess Maha Chakri Sirindhorn for graciously presiding over the seminar on “Geographical Indication : Lands of Tradition and Opportunities” today.

Geographical indication is of significance as the intellectual property generated from long – cultivated local wisdom of villagers mingled with geographical special characteristics giving rise to goods distinct from other goods of the same kind. The efficient protection of geographical indication will promote fundamental economy, namely, the production enhancement of agricultural and community goods which provides added value to those goods since the consumers are confident that their quality will meet their demand.

With the awareness of the mentioned importance of the geographical indication, the Ministry of Commerce has assigned Department of Intellectual Property to organize the seminar on geographical indication from 28 – 29 June 2006 in collaboration with European Commission under the project of Europe – ASEAN Intellectual Property Cooperation. The seminar aims to enhance the knowledge and understanding on geographical indication to producers, entrepreneurs, communities and consumers as well as to broaden opportunities for related persons to access information and exchange experiences on geographical indication among them. This leads to the development of Thai’s potentiality in trade competitiveness on goods

associated with geographical indication and the strengthening of economy in communities.

Apart from the seminar activities, the exhibition on geographical indication of Thailand, ASEAN and Europe has also been organized to make producers and entrepreneurs realize the importance and values of Thailand's goods associated with geographical indication such as sweet tamarind of Petchaboon, pamelos of Nakhornchaisri, wine of Phu Rua Plateau and coffee of Doi Tung. In addition, the exhibition intends to publicize the quality and special characteristics of Thailand's goods associated with geographical indication to Thai people and foreigners including to enhance the sharing of knowledge and understanding on the protection of geographical indication between ASEAN and Europe region.

At this junction, I would like to humbly and gracefully request Her Royal Highness's permission to call upon HE Dr. Friedrich Hamburger, Ambassador-Head of the Delegation of the European Commission to Thailand to provide information regarding the importance of GI and this seminar. Thereafter, with Her Royal Highness' gracious permission, I should humbly like to invite Her Royal Highness to deliver the Royal speech to declare the seminar opening for good luck and for every success in all objectives of the seminar.

May it please Her Royal Highness.

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